

ARIZONA PUBLIC MEDIA®

KUAT 6 • KUAS 27 • KUAZ 1550 AM / 89.1 FM • KUAT 90.5 FM • UA Channel



PBS HD



*Connecting our Community
for 50 years*

FISCAL YEAR 2009 ANNUAL REPORT



MISSION

Arizona Public Media informs, inspires, and connects our community by bringing people and ideas together.

VISION

We connect you to the community and the world through the intellectual and creative resources of The University of Arizona. We are leaders within the community and industry, embracing new technologies, ideas, and partnerships. Our efforts in service to the community are sustained by the investment of individual supporters in partnership with The University of Arizona, the business community, and the Corporation for Public Broadcasting.

VALUES

Every decision will be guided by what best serves audiences. Our staff, volunteers, and interns are committed to meeting the needs and exceeding the expectations of our stakeholders and colleagues with honesty and integrity. We work together as members of a team with a common goal and attention to detail—understanding the importance of personal commitment in fulfilling our mission. We value individual contributions and respect our differences. Diversity of opinion and healthy, open debate are encouraged and appreciated. We strive to improve performance on a daily basis in service to our community.



Dear Friends,

This year, KUAT Channel 6 and Arizona Public Media (AZPM) celebrate 50 years of service to Tucson, Southern Arizona, and The University of Arizona. On Sunday, March 8, 1959, KUAT Channel 6 launched as the first public station in Arizona. What started out fifty years ago as an instructional television “experiment” today offers six television program services, three radio program services, and a robust online platform that early next year will evolve into a rich content-delivery platform of its own, featuring dozens of full episodes of most PBS and local programs.

During an average week this year, more than 340,000 people throughout Southern Arizona watched or listened to one or more of our stations. KUAT is one of the top ten most-watched and most-supported public TV stations in the country and ranks #1 when compared with stations licensed to top 25 public research universities; both radio stations are ranked in the top five.

The coming years will provide both challenges and exciting opportunities to harness the power of digital media and community service. Our primary objective remains unchanged: to serve audiences with distinctive, thought-provoking content on the air, online, and on the ground through educational community outreach activities. AZPM will continue to make the organization cost effective, more visible, and more responsive to you. These efforts are not simply reactive to the current economic conditions, but rather reflect the responsibility AZPM carries as the steward of precious resources provided through the generosity of individual donors, corporate underwriters, and The University of Arizona.



I hope you will join us as we continue the exciting journey in our next 50 years!

Sincerely,

A handwritten signature in blue ink that reads "Jack Gibson".

Jack Gibson
Director & General Manager
Arizona Public Media

A handwritten signature in blue ink that reads "Jim Jutry".

Jim Jutry
Chair, Arizona Public Media
Community Advisory Board

A handwritten signature in blue ink that reads "Stephen J. MacCarthy".

Stephen J. MacCarthy
Vice President, External Relations
The University of Arizona

TELEVISION

IN FISCAL YEAR 2009, people turned to PBS-HD Channel 6 as a trusted source for important current events, including news coverage from both national political conventions and numerous election specials.

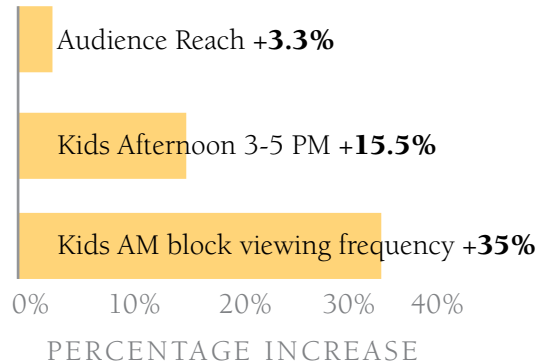
Viewers experienced the wonders of the world with programs such as Michael Wood's dazzling *The Story of India*, and undertook epic historic journeys with the Native American series, *We Shall Remain*.

Two new programs acquired from the BBC this year proved popular with viewers: *MI-5*, a series that takes viewers into the world of the UK's clandestine security service, known to insiders simply as "Five." And *Monarch of the Glen*, following Archie MacDonald as he finds himself thrown into the role of the new Laird of Glenbogle, his family's financially failing Scottish estate.



KUAT Channel 6 performed 15.9 percent better than the national PBS average.

Primetime performed 7 percent better than the national PBS average.



1960s & 70s: A foundation for success.

1959

On March 8, KUAT Channel 6 launched as Arizona's first educational television station.



1968

Television facilities were moved into the newly-completed Modern Languages building & KUAT-AM 1550 began operation with a classical and jazz music format.

1969

Public broadcasting service (PBS) was established.



PBS WORLD joined the Arizona Public Media family of broadcast services in October. PBS World offers viewers the best PBS non-fiction programs like *Frontline*, *History Detectives*, *Nature*, *The PBS NewsHour*, the best of Arizona Public Media's original programming, and select national events live, including the confirmation of U.S. Supreme Court Justice Sonia Sotomayor. The popularity of PBS World and sister services PBS Kids, Create, V-me, and the UA Channel continued to grow among viewers throughout Southern Arizona.



Journey to Palomar traces the personal and professional struggles of Chicago-born astronomer George Ellery Hale (1868-1938) to build the four largest telescopes of the 20th century, culminating with the 20-year effort to build the million-pound telescope on Palomar Mountain.

Astronomer George Ellery Hale and one of the Palomar telescopes



Top 5 Specials

1. *Rape of Europa*
2. *Journey to Palomar*
3. *A Capital Fourth*
4. *We Shall Remain*
5. *Citizen Journalism Project*

1971 KUAT-AM radio became a charter member of the newly formed National Public Radio (NPR).

1973 KUAT Channel 6 and KUAT-AM began seven-day a week operation.

1975 KUAT-FM 90.5 began offering classical music, news, and public affairs programming.

RADIO



Photo: Stephen Voss

Diane Rehm
of *The Diane Rehm Show*

SOUTHERN ARIZONA'S

NPR station KUAZ 89.1 FM 1550 AM added one of public radio's most popular programs to its weekday lineup in FY2009. *The Diane Rehm Show* offers KUAZ listeners thoughtful and lively conversations with some of the nation's top newsmakers, journalists, and authors. Each week, more than 1.7 million listeners across the country tune in to the program. An addition to KUAZ's weekend lineup in FY2009 was *Studio 360*, public radio's smart and often surprising guide to what's happening in pop culture and the arts. Kai Ryssdal continues to make economic information digestible as host of the popular program *Marketplace*.

The Fall 2008 cumulative audience for KUAZ was the largest to date.

Combined audience for KUAT-FM and KUAZ grew by +2.2 percent.

1980s & 90s:
Original programs
begin a legacy.

KUAZ competes with two local news/talk format stations for audiences, and in FY2009, KUAZ came out on top. According to *Inside Tucson Business*, KUAZ's audience share increased 65 percent over the previous year and ranked as the fifth most listened to radio station in the market, as well as the top-rated news/talk station in the market. KUAZ achieved its highest-ever cumulative audience in Fall 2008, during the Presidential election. The weekly cumulative audience increased 10 percent over the previous fiscal year.

1980

Arizona Illustrated premiered on KUAT Channel 6. Funding from federal grants replaced KUAT-AM and TV production equipment.

ARIZONA
ILLUSTRATED

1982

KUAT won the Corporation for Public Broadcasting's first-place award for a public awareness campaign.

1984

Desert Voices premiered on KUAT-AM.

1988

KUAS channel 27 began broadcast operations from Tumamoc Hill providing PBS program services to NW Tucson.



Newsweek magazine calls *The Diane Rehm Show* “one of the most interesting talk shows in the country.” *National Journal* says Diane is “the class act of the talk radio. world.”



Top 5 Programs

1. *Morning Edition*
2. *All Things Considered*
3. *The Diane Rehm Show*
4. *Marketplace*
5. *The World*



Top 5 Programs

1. *Saturday Noon Opera*
2. *Exploring Music*
3. *A Prairie Home Companion*
4. *St. Paul Sunday*
5. *Sunday 1 p.m. Concert*

“... the most popular news and information programming is the NPR line-up on KUAZ 89.1-FM/1550-AM.”

Inside Tucson Business,
January 2009



Garrison Keillor of *A Prairie Home Companion*



Kai Ryssdal of *Marketplace*



**A
Prairie Home
Companion®**
With GARRISON KEILLOR



Throughout the year Classical KUAT 90.5 FM continued its Sunday afternoon and Thursday evening broadcast of concerts recorded at The University of Arizona School of Music and other Southern Arizona venues. Classical music fans showed their appreciation for KUAT-FM during a Spring 2009 membership campaign that encouraged listeners to “show the love” by supporting the radio station and in return, a dozen roses were sent to a recipient of the listener’s choice. KUAT-FM’s audience remained steady during FY2009, a year during which commercial and public classical stations across the country struggled to maintain their audiences.



1990

The Desert Speaks
began production by KUAT.

*The
Desert
& Speaks*

1992

KUAT-FM 89.1 began
broadcasting with jazz programming and NPR
News: simulcast on KUAT-AM 1550.

1992

the first *Reading
Rainbow* Young Writers and
Illustrator's Contest was held.



ONLINE & NEW MEDIA



2000s: New media platforms provide opportunities.

2000

KUAT-AM 1550 changed call letters to KUAZ-AM, to mirror sister station KUAZ-FM.

2002

KUAS began digital broadcast operations as the first digital television station in Southern Arizona.

2003

PEG cable channel is rebranded The UA Channel. KUAZ-AM/FM revised format to NPR daytime; Jazz evenings.



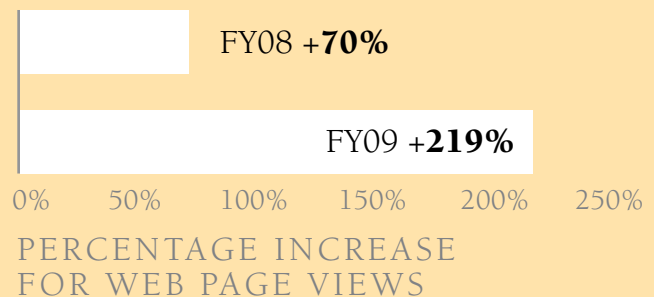


NPR's new app for the iPhone

ARIZONA PUBLIC MEDIA is focused on convenient audience access to public media through traditional and emerging technologies. Online and New Media devotes its efforts toward fully developing and maintaining a stable, secure, and scalable infrastructure to serve the online needs of tens of thousands of visitors to the AZpublicmedia.org Web site during the year. A content management system was developed to give individuals within Arizona Public Media control over the information they publish online, greatly increasing the number of contributors to the family of Web sites providing information on radio, television, membership, community, and educational opportunities. Thanks to this increase in updated content and richer, quality media offerings online, users are flocking to the Arizona Public Media Web portal where online page views grew 219 percent over the previous year—totaling more than 1.6 million—tripling the rate of growth in one year.

Visitors can download and print schedules for all of AZPM's six television stations and two radio stations, view video clips on demand, listen to high-quality classical and NPR radio streams, check the latest national and local news, watch live special events in real-time, make a membership donation, review community events, and provide feedback.

Arizona Public Media continues its transformation of AZpublicmedia.org into a trusted source and destination for news, information, and features.



2006 KUAT.org began offering video streaming and podcasts of local programming

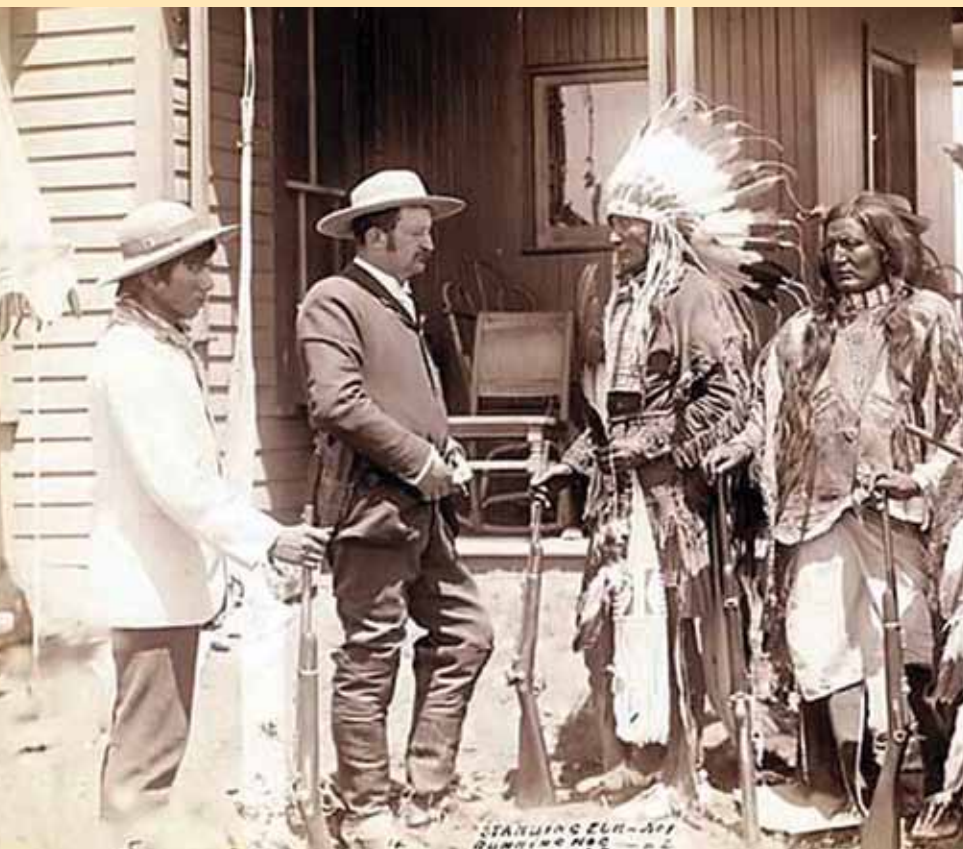
2006 Jack Gibson was hired as Director and General Manager of KUAT Communications Group.

2007 over 650 video-on-demand offerings were posted online for first time — ranging from news segments to science and arts features and special events.



2007 V-me launches providing a 24/7 Spanish language public television program service and *Ahora!* a Spanish language radio service on KUAZ-HD2.

ORIGINAL PROGRAMMING



IN FY2009, Arizona Public Media initiated the next stage in the development of original local content with *The Citizen Journalism Project*. The inaugural project highlighted the Native American experience through the eyes of three Native American students at The University of Arizona: Leo KILLSBACK (Cheyenne), Nicholas Taylor (Navajo), and Sarah Fendenheim (Tohono O'odham). *The Citizen Journalism* programs aired in conjunction with the PBS series *We Shall Remain*.

Arizona Illustrated, Southern Arizona's nightly news magazine, began in high definition with a new look, new graphics, and a new set. The first guest for the HD broadcast was U.S. Supreme Court Justice Stephen G. Breyer.

Tucson Remembers **The Korean War**



"I cannot thank you and your associates appropriately or enough for your efforts on behalf of so many of my compatriots of all branches of service in the Korean War...(for the) *Tucson Remembers Korea* premiere... well done!"

Frank "Bud" Farrell,
U.S. Air Force, Retired

Retablo: Uncovering the Secrets, an extensive study of a 15th century Spanish cathedral altarpiece that unlocks five hundred years of secrets involving art, literature, history, and religion, was produced in partnership with The University of Arizona Museum of Art.

Arizona Public Media introduced viewers to the new original series *WaveLengths*, a program that brings into focus the people and passions behind today's cutting-edge scientific community at UA and in Southern Arizona—inspiring research and scientific breakthroughs.

Tucson Remembers: The Korean War is a powerful program that takes viewers on a journey with veterans who talk about their memories of the war, and of the Tucson area in the late 1940s and early 1950s.

Today: The era of digital broadcasting propels AZPM forward.

2008

On January 7, KUAT Communications Group became Arizona Public Media.

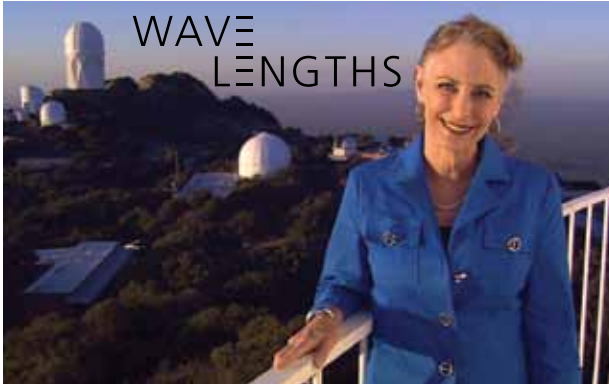
2008

PBS World launched providing a 24/7 program service featuring the best from the PBS non-fiction program library.



2008

Arizona Public Media increased streams of radio and television online; as well as on-demand and live Web events.



Vicki Chandler, host of *WaveLengths*, at Kitt Peak Observatory



Arizona Illustrated with U.S. Supreme Court Justice Stephen G. Breyer (left) and host Bill Buckmaster



The AZPM crew capture images from locations around Arizona

Arizona Spotlight worked in conjunction with StoryCorps, the national oral history project with National Public Radio, that came to Tucson to collect stories from Southern Arizona residents as part of its cross country tour. StoryCorps segments air during NPR's *Morning Edition* Fridays on KUAZ 89.1 FM and 1550 AM.

The Emmy Award-winning program *The Desert Speaks* continues its reach to national audiences on 177 stations.



Classical KUAT 90.5 FM increased the number of *Community Concerts* broadcast each week, adding an encore presentation every Thursday. In FY09 more than 50 local concerts were recorded and broadcast on KUAT-FM.

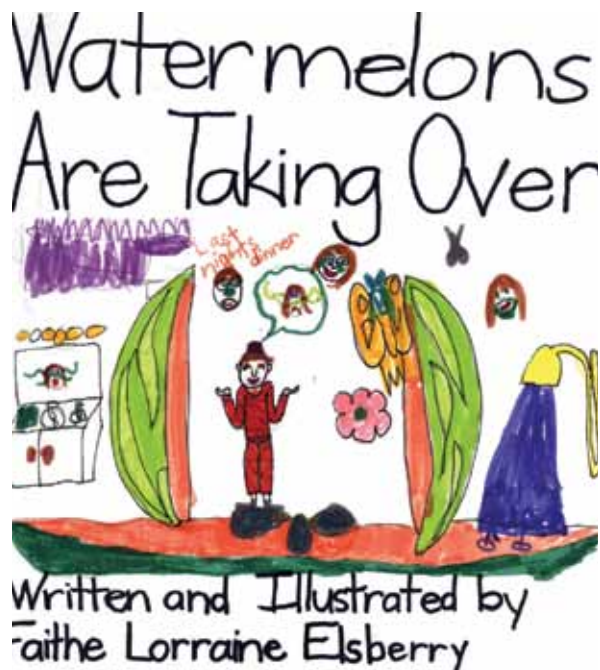


2009 On March 8, KUAT celebrated its 50th anniversary of public broadcasting in Southern Arizona.

2009 AZPM converted to all digital broadcasting (DTV) before the June 12 deadline.

2009 AZPM plans for the next 50 years across all platforms: radio, television, online, and new media.

EDUCATIONAL OUTREACH & COMMUNITY ENGAGEMENT



Reading Rainbow winning entries

As a young girl, Margo won several *Reading Rainbow* contests. At the 2009 awards ceremony she shared how *Reading Rainbow* fostered her love of writing.

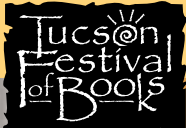


Bill, Melody, and Margo Mesch

HUNDREDS OF SCHOOL-AGED children celebrated the 15th *Reading Rainbow* Young Writers and Illustrators Contest with Arizona Public Media. The contest encourages, challenges, and recognizes elementary school writers who share the stories they create with their own words and pictures. Above all, the *Reading Rainbow* Contest is fun for kids, encouraging the love of reading and offering a chance for national recognition for their creative efforts. A panel of Tucson-area authors, educators, and community volunteers judged hundreds of stories submitted by students in kindergarten through the third grade from schools in Tucson and Southern Arizona.

Arizona Public Media was delighted to participate in the highly successful inaugural Tucson Festival of Books as one of its 50th Anniversary signature events. As the title sponsor of the culinary area, Arizona Public Media offered attendees activities and displays featuring the popular "how-to" channel, Create. In the Children's Corner, Arizona Public Media hosted a PBS Kids booth along with center stage activities scheduled throughout the weekend. The Festival of Books was an overwhelming success, raising more than \$200,000 for literacy programs in Southern Arizona.

Community events for the 50th Anniversary celebration began with global proportions: a live broadcast of the U.S. Presidential Inauguration in high-definition at UA's Centennial Hall. The event was the first partnership of the year with UApresents and attracted some 1,500 students, faculty, and community members to witness the historic event.



with The University of Arizona



AZPM's James Reel (far right) interviews local food experts in the Create Culinary Area



NPR's *Science Friday* host Ira Flatow at the live broadcast in Tucson



Photo credit: Courtesy of Sesame Workshop

During the national transition from analog to digital television, Arizona Public Media led the way in the community with information and events that helped Southern Arizona residents ensure that their television sets were digital-ready ahead of the scheduled conversion. The results were evident in June 2009, when the community as a whole experienced a smooth transition to digital broadcast television.

And KUAZ hosted a live national broadcast of *Talk of the Nation: Science Friday* at the University of Arizona's Phoenix Science Operations Center. Host Ira Flatow visited Phoenix Mars Mission operations and took calls from around the world regarding the impact of Mars exploration.

Joan Ganz Cooney, founder of the Children's Television Workshop (1968) that produces *Sesame Street* and *The Electric Company*, is an alumnus of the University of Arizona.

EVERY MEMBER MAKES A DIFFERENCE

YOUNG SOPHIE gets an allowance of \$1.50 per week. Her parents, Teri and Bob, ask that she split her allowance between three containers: a “give,” a “spend,” and a “save” container. They explained that the “give” amount would go to Sophie’s charity of choice. It gave them the opportunity to explain different organizations to her and have her understand their mission and why they need support. The idea behind the “save” is that she actually saves it for something she really wants to buy, and she gets 10 percent interest every month. The “spend” is hers to use as she likes weekly, unless she decides to save it, which she often does.

Last year the family sat down to decide who they should give to and why. Sophie got to select her causes and chose Arizona Public Media’s PBS-KIDS, The Humane Society, and the Arizona-Sonora Desert Museum.

She divided out her amounts and Teri and Bob took her to the three charities to hand in her donation—it seemed that would be the best way to get her to really understand that it was going to a place, rather than simply mailing it in an envelope.

“When Bob called Arizona Public Media, there was an overwhelmingly positive response for us to come down and see the station,” Teri says. “And once we got there with her little brown bag of coins—were treated as if we were royalty! It made a huge impression on her, and us! She’s diligently added to her “give” container this year and once again, she’s planning to donate to KUAT.”



Sophie

Sophie likes *WordGirl*, *Rick Steves’ Europe* travel shows (especially the outtakes at the end) and watches *This Old House* with her dad.



Cynthia and Jorgen Hansen,
Copenhagen owners

NINETY YEARS OF OPTIMISM

“I’VE BEEN A TEACHER all my life,” says Therese Berg. That’s one of the reasons she supports public broadcasting.

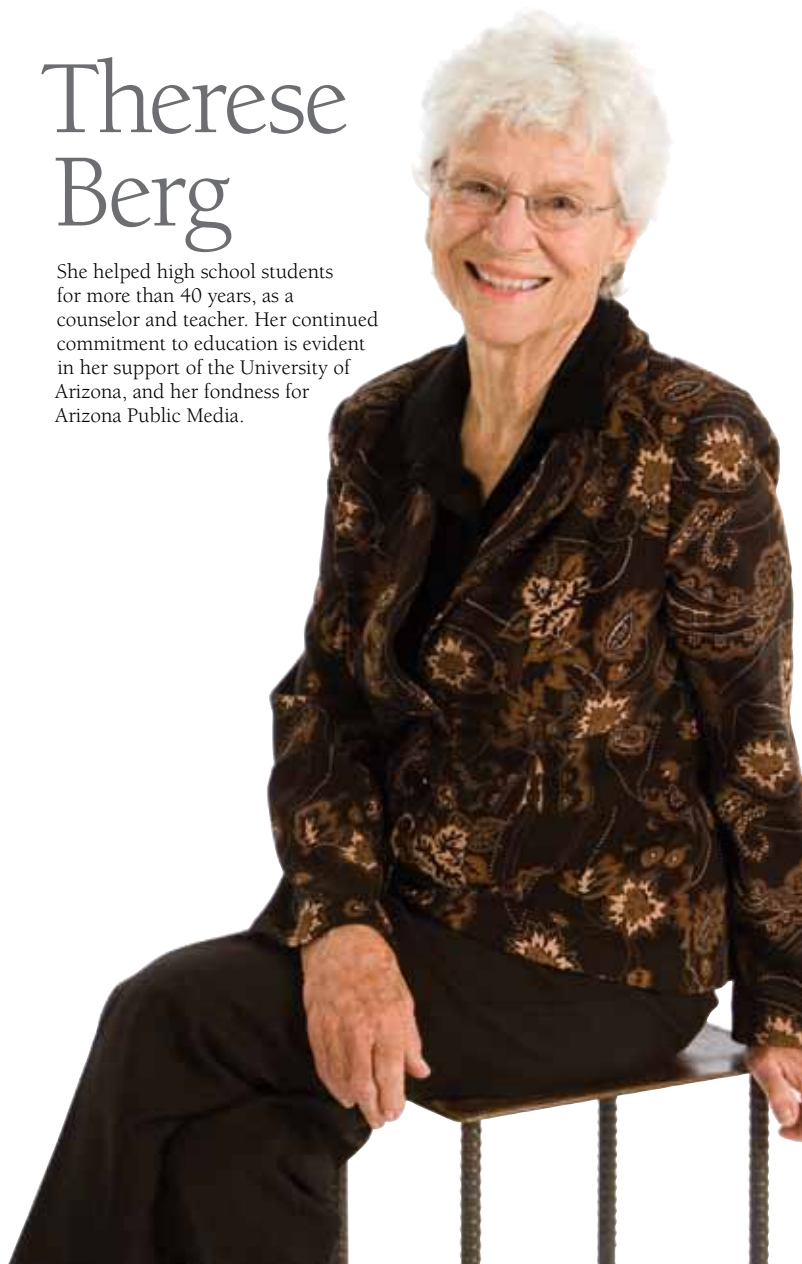
Therese just turned 90, which is surprising when talking with her. Her mind is sharp, and her smile is warm and endearing. As a third generation Tucsonan, Therese has hundreds of interesting stories. “My grandfather came to Tucson in 1862 from Hermosillo, Mexico, to start a Spanish-language newspaper, and our family has been here ever since,” she says. She stays fit by swimming three to four times a week and loves to play Scrabble with her neighbors.

She helped high school students for more than 40 years, as a counselor and teacher. Her continued commitment to education is evident in her support of the University of Arizona, and her fondness for Arizona Public Media shines through when she talks about her favorite shows. “Well, I really could go on forever,” she says. “I get my TV over the air with a converter box. I love the new digital channel *Create*, the cooking shows, and *This Old House*. I spend my Saturday nights with the Britcoms —*As Time Goes By*, and *Keeping Up Appearances*. Everybody knows someone who ‘puts on airs’ like Hyacinth,” Therese laughs.

Though diminutive in stature, one conversation with Therese Berg shows the optimism of her personality and her love for public television.

Therese Berg

She helped high school students for more than 40 years, as a counselor and teacher. Her continued commitment to education is evident in her support of the University of Arizona, and her fondness for Arizona Public Media.



copenhagen

Local business owners Cynthia and Jorgen Hansen are long-time fans of Arizona Public Media, and find it a reliable resource to bring customers into their store, Copenhagen. “We’ve found that people who watch PBS on KUAT or listen to Classical KUAT FM and NPR on KUAZ are the people who come to us for fine home furnishings,” Jorgen said. “People are very loyal to AZPM, and are also loyal to us. Customers have mentioned that they appreciate our support of public broadcasting.”

“Copenhagen is celebrating our 40th anniversary,” Jorgen said with a smile, “and we have been a supporter of public broadcasting for at least 30 of those years!”

YOUR SUPPORT IS OUR STRENGTH

Each year, viewers and friends remember Arizona Public Media in their estate plans. We are very grateful to the following people for their generous bequest gifts during the past fiscal year:

Edwin C. Coyne
June Easton
Michael Franklin
Erik Johansson
Alta McCarthy
Margot Panofsky
Lotte Reyersbach
Merrill Rubinow
Wallace Slusser
John Warren

Arizona Public Media thanks these organizations for their generous support this fiscal year:

Allyn Family Foundation
American Center for Philanthropy
Arizona Community Foundation
Lon D. & Lucile Barton Charitable Foundation
Margaret A. Cargill Foundation
Community Foundation for Southern Arizona
Green Valley Concert Association
Horace Dawson Foundation
The Jade Tree Foundation
Jasam Foundation
Kautz Family Foundation
Lecroy & Milligan Assoc. Inc.
Phoebe and Jack Lewis Foundation
Bert W. Martin Foundation
The McCortney Foundation
David Neufeld Memorial Foundation
Pitt Family Foundation
Raytheon Company
William E. Schmidt Foundation
Schwab Charitable Fund
Stonewall Foundation
Vanguard Charitable Endowment
World Vision

Arizona Public Media is deeply grateful to the tens of thousands of members and individual donors who give generously each year. Due to space limitations, we are unable to print the names of all of our dedicated supporters. Below are just a few names representing donors of leadership gifts. We thank them and the thousands of other donors who remembered Arizona Public Media during the past year:

Ms. Michele Abruzzo
Darla and Loren Acker
Darwin and Kay Afdahl
Mary Lou Ahmann
Lawrence J. and Wendy Aldrich
Mr. Waldo M. Allen
John A. and Laura T. Almquist
Bill and Collette Altaffer
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Mr. David Allen Apgar
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Natalie Y. Davis
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Gloria F. and Spencer J. Giffords
Ms. Sharon Gilbert
Mary Clare and Andy Gildon
James and Louise Glasser
Ms. Pam Gleason
Paul and Dolores Gohdes
Stephen Golden and Susan Tarrence
Debra Golden-Davis and Avery Davis
Ann Goldfein
Mr. Martin Goldman and
Ms. Dorothy Klepper
Dr. Steven Goldman
Dr. Jose Gonzalez and Dr. Lisa Landy
Ms. Mary A. Goodman
Mr. Stanley R. Gorman and
Ms. Sally McGreevy-Gorman
Ms. Anita Goss
Mr. John Gray and Ms. Nancy Silvis
Loring and Susan Green

David S. and Connie F. Greenberg
Sheryl and Bob Greenberg
Mrs. Sally S. Greenleaf
Mrs. Gale A. Griffin
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Arizona Public Media has a direct link to communities throughout Southern Arizona through its Community Advisory Board. The Board serves as a means for public media consumers in Southern Arizona to participate in the planning and decision making process for the public service stations of The University of Arizona. The Board advises and participates with station management and the University on a variety of programming, fundraising, and public policy activities as they affect their respective communities.

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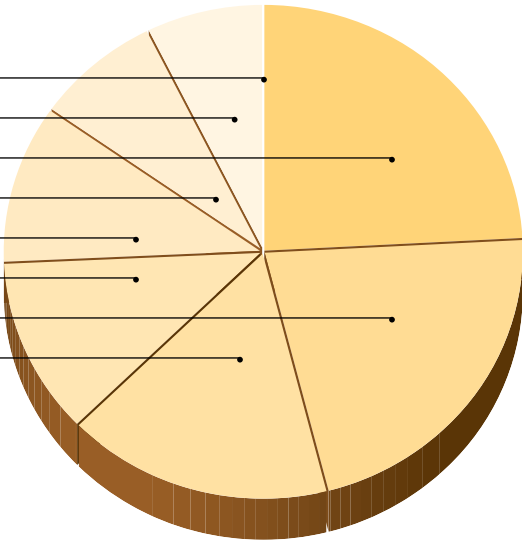
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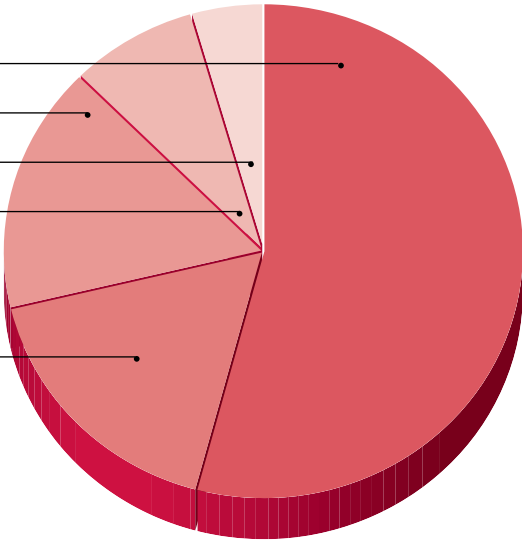
Revenue: \$10,797,165

GRANTS AND CONTRACTS	0.01%
AUXILIARY ENTERPRISES	7%
GENERAL APPROPRIATION FROM THE UNIVERSITY OF ARIZONA	24%
OTHER GIFTS AND NON-OPERATING REVENUE	8%
BUSINESS AND UNDERWRITING	10%
CORPORATION FOR PUBLIC BROADCASTING GRANTS	12%
SUBSCRIPTION AND MEMBERSHIP	22%
DONATED FACILITIES & SUPPORT FROM UNIVERSITY OF ARIZONA	17%



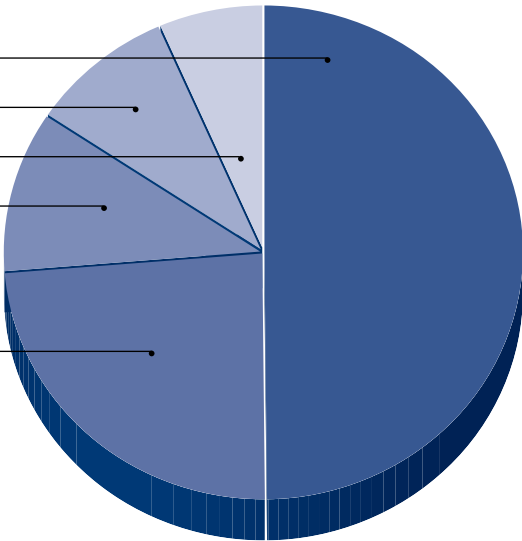
Expense: \$11,190,692

PROGRAMMING & PRODUCTION	54%
BROADCASTING	16%
PUBLIC INFORMATION & PROMOTION	4%
MANAGEMENT & GENERAL	8%
FUNDRAISING & MEMBERSHIP DEVELOPMENT	17%



Sources: \$4,731,531

MEMBERSHIP	50%
MAJOR GIFTS	9%
PLANNED GIFTS	7%
OTHER GIFTS	11%
UNDERWRITING	24%



Note: the result of expense exceeding revenue by \$393,572 resulted from a decrease in net assets.

Our complete Audited Financial Report can be found online at <http://about.azpm.org/financials>

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Ray Suarez, Senior Correspondent for the popular PBS nightly news program *The NewsHour*, gave a presentation to a live audience at Crowder Hall on the University of Arizona campus.



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The University of Arizona
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